

## AUTO SHOW GETTING ATTENTION; SALESROOM ON MONTANA STREET

Dealers Still Await Proposition to Join Hands With Soil Products Congress; Velie Agency Goes Into New District; Fitzgerald Named to Manage Local Goodyear Branch.

WHAT is going to be done about an auto show this fall? The El Paso dealers would like to cooperate with the auto products congress and hold the auto show in October and the congress management has issued a building plan showing space for the automobile exhibit but the management of the big exposition has, as yet, made no effort to approach the dealers on the subject.

It is likely that when the congress management makes its proposition, a meeting of the El Paso dealers' association will be called to discuss the matter. In fact, the officers of the association are anxious to get the proposition of the congress and place it before a meeting for if the auto show is to be held in connection with the auto products congress, the action will have to be prompt.

Should it be impossible for the congress management and the dealers to get together on the subject of the auto exhibit, it is likely that the plan of last year will be followed again this fall and the show held in the salesrooms of the different dealers. The most suitable time, according to a majority of the dealers, will be when the auto products congress is being held.

**Salesrooms on Montana Street.**  
From time to time there have been reports that various local auto concerns will move north of the tracks, where the Velie, Cadillac, Oldsmobile, Allen and Chevrolet agencies now hold forth and a great many of the dealers have shown a desire to get salesrooms on Montana street, which is looked upon as the busiest auto street in the city. It has remained for the Velie agency, however, to be the first to establish salesrooms on that street. Travers Bailey will open up on Montana street early next week, the location being in the new building just erected near the intersection of Florence street.

Though the new Velie models have not yet arrived, Mr. Bailey reports booking several sales for the new cars without even a photograph to show prospective customers. The specifications proved strong arguments.

**Four Carloads of Maxwells.**  
The Buquet Motor company is awaiting the arrival of four more carloads of Maxwells. The new price has given Maxwell sales a tremendous boost in this territory and the local dealers have been unable to keep enough cars to meet the demand. They have asked for increased shipping schedules from the factory and John Buquet believes that the worst is over and that it will be possible for the company to make deliveries in future as fast as the orders come in.

An announcement has been received by the Buquet Motor company that the Jeffery company has been refinanced and that it is now a \$3,000,000 corporation. The rapid expansion of the company necessitated a larger working capital. The first business of the company met with the quick approval of Wall Street bankers when the matter was brought before them and the

new Jeffery concern is, financially, one of the strongest in the business.

**New Goodyear Manager.**  
The Goodyear Tire and Rubber company has announced the appointment of T. J. Fitzgerald as manager of the El Paso branch, filling the post left vacant by the death of G. F. Dennis several weeks ago. Mr. Fitzgerald has already taken up his new duties and is making the acquaintance of the local trade in his new capacity.

**Roswell Dealer in City.**  
H. T. Bailey, of the Bailey Motor Sales company of Roswell, was a visitor at the El Paso-Overland Auto company this week.

F. M. Rannell, manager of the El Paso Overland Auto company, left on Friday evening for Albuquerque. Before returning to El Paso he will visit the more important subsidiaries of his company.

L. E. Gillett, road salesman of the El Paso Overland Auto company, has departed for the west Texas territory. S. M. Williams, sales manager of the Garford truck, was a visitor with the El Paso Overland Auto company, local Garford agents, this week.

**Bukey Ill Again.**  
Joe Bukey of the Western Motor Supply company, is again confined to his home by illness. Joe says that he is not out to get everything on the medical calendar. This time it is tonsillitis.

Morrell Sardon, Fisk service man, was a visitor with the Western Motor Supply company on Friday.

H. S. Sander, of the Western Motor Supply company, leaves Monday for a visit to the west Texas territory. The Cadillac Sales company is looking for the arrival of another carload of Cadillacs within the next few days.

**Bridgeworkmen Join Staff.**  
Guy Garrett, a recent recruit to the ranks of the beneficiaries and a nephew of Frank J. Garrett has joined the Studebaker sales staff of the Elliott-Garrett company.

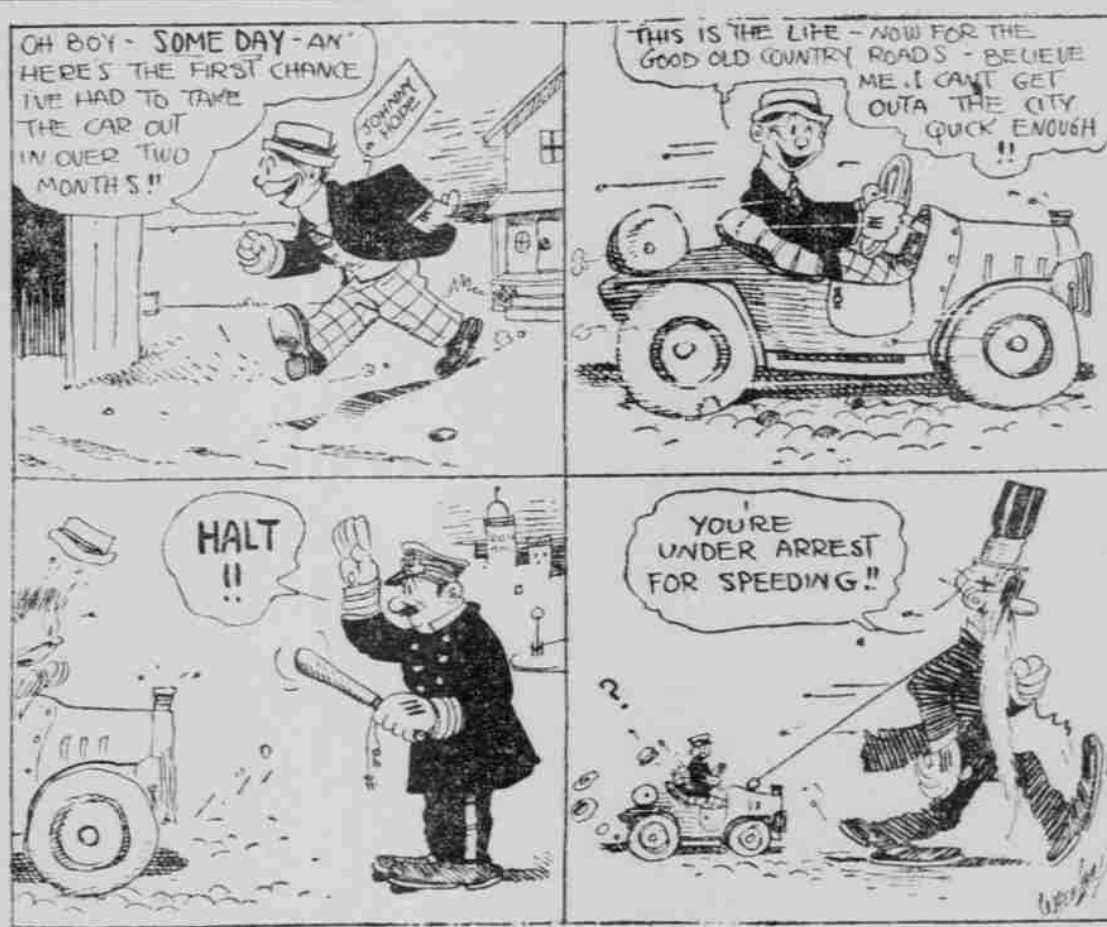
The Universal Auto Lock company is now conducting an active campaign for dealers throughout the southwest. The accessory business of the Cactus Motor company, for the first 20 days of July, shows an increase of 500 percent over the total June business and office manager Lee Merritt declares that the Cactus will soon rank with the leading accessory firms of the southwest.

**Monogram in Demand.**  
Despite the fact that shipments of Monogram oil have been coming in at the rate of a carload every five days, the Borderland Auto Supply company declares the demand exceeds the supply and efforts are now being made to have the shipments increased to two carloads a week.

The Borderland Auto Supply company has received a shipment of the new Stromberg carburetors for Ford cars. These carburetors are "making a big noise" in the east and it is claimed that they will give an average mileage of 4 to the gallon with "Peaceful Henry's" product.

**Studebaker Keep Booth Busy.**  
Though D. C. Booth looks as plump and complacent as ever, the manager of the Quick Tire Service declares that he has never worked harder in his life than this week. "The army officers are certainly strong for automobiles

## OLD MAN EXPERIENCE - BY WHEELAN



## Sales and Deliveries

Reports of the El Paso Automobile Dealers for the Current Week.

and they all need tires," said Mr. Booth.

"They are coming to the Quick Tire Service every day and we certainly appreciate the business of the boys in khaki and are making every possible effort to give them special service."

Dr. A. C. Lee, factory representative of the Paipes, has returned to Denver after spending several days with the Telford Motor company, local Paipes distributors.

**Service and Advertising.**  
"Efficient service, backed by The Herald advertisement," is the prescription given by "Dr. Roy Young, of Marker & Young, for the big repair business which is now being transacted by that firm. The shop floor is one of the busiest places in El Paso and this company makes a point of fast but efficient work on all jobs.

Another carload of Republic trucks will arrive for the Southern Motor company early in the week. All cars in this shipment have been sold but the factory is rushing three more carloads to El Paso. Already, the Southern has booked 15 orders ahead for Republic trucks.

The Stewart Products station has received another large shipment of speedometers and other Stewart products for motorists. The army officers all want their cars equipped with the latest accessories and the station has been doing a record business.

**1916 OHIO CARS.**  
According to registrar of automobiles W. H. Watson, 1916 Ohio license fees have been paid to owners of gasoline cars and trucks in Ohio. The number of electric cars has been registered in that state. It is estimated that more than 228,000 cars will be registered by the department if the present rate is maintained.

**More Dodge for Army.**  
Twelve more Dodge cars were delivered to the U. S. Army quartermaster this week by the Lone Star Motor company, seven being touring and five roadsters. Other Dodge cars delivered were: Lieut. Col. H. G. Bishop, touring; Capt. W. C. Gardner, touring; Capt. L. N. Hartman, touring; Lieut. W. O. Ryan, roadster; Ralph A. Miller, touring; C. E. Miller, touring; C. P. Miller, touring; George Priner, touring; G. B. Helm, touring.

The Saxon agency reports delivery of Saxon "four" roadsters to Lieut. Col. W. H. Sample and to Constable & Co. The El Paso Overland Auto company reports the following "six" deliveries: Mitchell, Pecos, model 32 Overland touring; Dr. E. D. McKinley, Alamogordo, model 32B Overland roadster; Capt. R. F. Miller, 34th model 32B Overland touring; Mrs. C. A. Hartman, model 32 Overland touring.

**Studebakers for Army.**  
The Elliott-Garrett company reports the delivery of a Studebaker "six" seven passenger touring to the U. S. Army quartermaster for Gen. George Bell, Jr., and three Studebaker "four" touring to the local quartermaster, in addition to a shipment to the quartermaster at Fort Bliss, Ariz. W. C. Gillette got a Studebaker "four" while a similar model was delivered to Canfield & Page.

Late on Friday, the Southwestern Smith Form-a-Truck company announced sales of Smith Form-a-Trucks to Loreta-Pegram company, Minter & Co., Hillsboro, N. M., and Lee Constable company. This makes eight retail sales for the company this week.

The Southern Motor company reports the sale of Grand "six" to Myron Crandall, of Safford, Ariz.; J. N. Brund and Ernest Gometz, of El Paso. The Elliott-Garrett company delivered a National "Newport six" to Jack Richardson at Deming this week.

**Ford Sales Very Heavy.**  
Tri-State Motor company reports the following car sales this week: Elite confectionery, truck; J. R. Velasco, touring; F. A. Moore, touring; Marcel delivery; J. O. Brown, touring; Magnolia Petroleum company, runabout; M. K. House, runabout; R. H. Portillo, touring; Elite laundry truck; Lieut. Geo. Earle, Camp Pershing, touring; Mrs. R. Schannon, touring; Underwood Typewriter company, touring; Capt. H. R. Dean, touring; Camp Pershing; W. H. Constable company, truck; El Paso & Southwestern Railway company, one touring; Lieut. J. Williamson, one touring.

**Auto Lock Patent Has Been Granted**  
El Paso Concern Gets Patent Papers and Will Now Place Universal Lock on Eastern Market.

Patents on the Universal auto lock, which is the invention of C. F. Coleman of this city, have been granted by the U. S. patent office, and manager Coleman of the Universal Auto Lock company, states that the campaign to put this device before the motorists of the country will soon be in full swing.

Mr. Coleman will leave for Detroit in about a week with the idea of putting his proposition before the manufacturers of high grade cars and he expects to have the Universal auto lock as factory equipment on several of the better known makes of cars within the next few months.

The El Paso factory is now turning out on lockers per day but the greater part of this output is being shipped up by El Paso. Recent car thefts have demonstrated the necessity of some means of protecting the cars from thieves. Mr. Coleman has been fitting an average of five cars daily, while others are buying the equipment and fitting it themselves.

## SIX CARLOADS OF DODGE CARS HERE

The Lone Star Motor company received six carloads of Dodge "three" cars, both touring and roadsters, this week. Many sales were made to officers of the various regiments stationed here, including the new 17th cavalry at Fort Bliss and the new 24th infantry at Camp Cotton. The Lone Star Motor company also delivered seven touring and five roadsters to the army quartermaster this week.

So great is the demand for the Dodge cars that E. G. Perry, president of the Lone Star Motor company, will leave for Detroit next week in an effort to have the shipments to El Paso greatly increased. The company is now acting as an average of four carloads weekly, but this is not sufficient to meet the local demand, while the dealers at Silver City, Deming and other Texas points are all calling for carload shipments.

Capit. G. A. Pope, Lieut. M. F. Davis and Lieut. E. G. Perry, who were with the Pershing expedition in Mexico, have been transferred to El Paso. They were visitors at the Lone Star Motor company, and were here to see the local demand, while the dealers at Silver City, Deming and other Texas points are all calling for carload shipments.

Mexican collections, see Lee Newman. Adv.

School's Arch Supports. Hekabars, 312 Texas—Adv.

## LONE STAR MAKES EXTENSIVE CHANGE

The Lone Star Motor company is making extensive changes in its salesrooms, which were damaged in the recent fire in the Pecos block. The offices are now established along the west side of the salesroom in big plate glass carliners, cutting them off from the sales floor. The old office space is to be occupied by the service department and parts supply depot.

The service room will occupy, in addition to its old space, that formerly occupied by the parts department. The heavy seats of Dodge and Chrysler cars are responsible for the changes, which require more room for service.

## SERVICE FLIVVERS INVADE BUFFALO

The little flivvers which give tire service to motorists for the quick tire service have invaded Buffalo, N. Y. The little red cars are familiar sights on the streets of El Paso, but in Buffalo the cars are painted yellow and there are a score of them in duty now, though some very enthusiastic reports of the Dodge cars with the expedition.

The big stock of ammunition for the invaders, though the ammunition happens to be United States three. Buffalo people are not at all alarmed over the invasion. In fact, the invaders are welcomed by Buffalo motorists with the proverbial "open arms."

## ANY OLD OIL WON'T DO!

The oil you need for your motor is oil of the highest quality, made by specialists in scientific lubrication for your particular car.

## That Oil is Monogram

MONOGRAM OIL was the first oil made to meet the most exacting requirements of gas engine lubrication.

MONOGRAM OIL comes from the best grade of Pennsylvania Crude Oil obtainable—straight run, non-blended—Paraffine base.

MONOGRAM OIL is produced on the theory of Quality—not quantity—first, last and all the time.

MONOGRAM OIL is recommended and used exclusively by more automobile manufacturers than any other oil on the market.

MONOGRAM OIL costs no more than most other inferior oils. It prolongs the life of your motor by reducing friction to a minimum, thereby giving more power to your motor and increased gasoline mileage—reduces carbon troubles to the minimum.

Sold in one and five-gallon cans and 50-gallon steel drums.

## Borderland Auto Supply Co.

Wholesale and Retail Motor Car Supplies.

Southwestern Distributors

Phone 5910 Myrtle Ave. at Kansas St.



## See this Series 17 SIX and be convinced of Studebaker Superiority.

Don't merely content yourself with the knowledge of Studebaker superiority that you gain in reading about it, but make it a point to see the value in this Series 17 Studebaker Six with your own eyes. It is only by personally inspecting this pre-eminent car in the field of sixes that you can gain a definite idea of the quality of workmanship and materials that are built into it.

No car gives so much value for the money. Power, size, comfort, roominess—all those exclusive features which are bringing hundreds of dollars more in other makes are found right here in this Series 17 Studebaker Six, at a price that only Studebaker can make because of quality production on a quality scale.

Before deciding on the car you will buy, we urge you to inspect this Six—the car that shows you how to save from \$250 to \$400 and still get permanent value as good as money can buy.

## ELLIOTT-GARRETT CO.

DISTRIBUTORS  
Phone 253. 500-506 West San Antonio St.

**FOUR-CYLINDER MODELS**  
Touring Car, 7-Passenger...\$875  
Roadster, 3-Passenger...\$850  
Landau-Roadster, 2-Pass...\$1150

**SIX-CYLINDER MODELS**  
Touring Car, 7-Passenger...\$1085  
Roadster, 3-Passenger...\$1060  
Landau-Roadster, 2-Pass...\$1350  
Coupe, 4-Passenger...\$1250  
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Limousine, 7-Passenger...\$2600  
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## \$350 and a FORD makes a guaranteed ONE TON TRUCK

Hauling Cost Reduced One Half for Manufacturers of Builders and Contractors Supplies

ALL over the country manufacturers of supplies for contractors and builders are rapidly installing Smith Form-a-Truck equipment. The Smith Form-a-Truck which at the low cost of \$350 and a Ford makes a completely guaranteed one ton truck, is covering four miles to every one covered by horse drawn delivery. It is working at a saving of from thirty to fifty per cent over any other form of motor truck of capacity up to two tons.

It is the only type of transportation that affords equal economy for both short and long hauls.

You can get to the job in a hurry with a Smith Form-a-Truck.

Twelve to fifteen miles per hour is the rate of speed that can be easily maintained.

You can do the work at an extremely low cost for operation—under 4 cents per mile is the demonstrated average.

And the 32x3 1/2 solid Firestone truck tires and the regulation Ford pneumatic front tires are inexpensive to buy when replacements are necessary.

The original investment in the Smith Form-a-Truck is less than the cost of one two-horse team and wagon of the type necessary to do your work.

When you figure closely on price, you have to consider the cost of hauling.

If you are using Smith Form-a-Truck delivery this cost can be placed lower than you could figure with any other type of transportation.

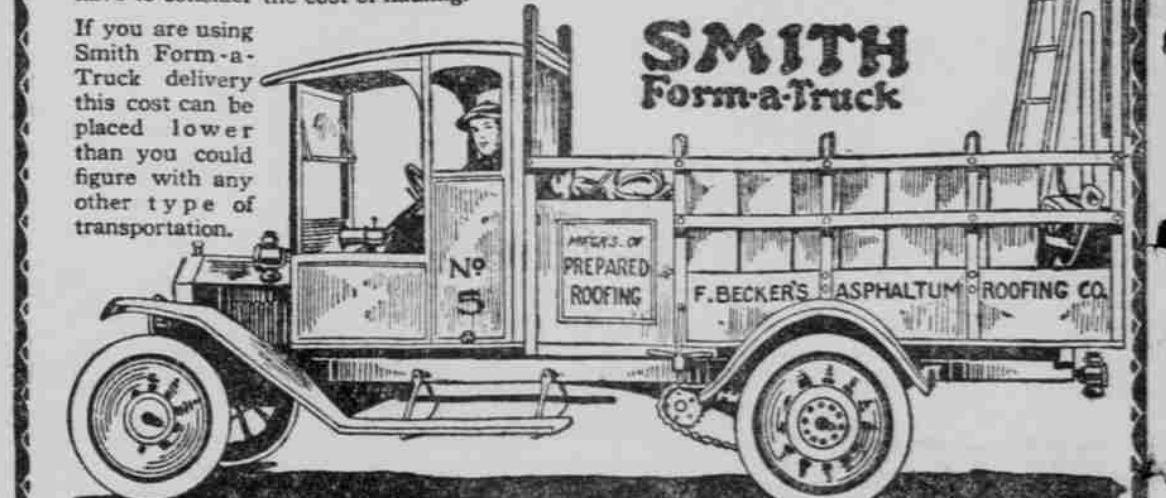
And with this remarkable low cost you can also promise quick delivery on rush orders.

The Smith Form-a-Truck carries the same guarantee as the most expensive trucks you can buy. It is built according to the same careful engineering principles.

The Smith Form-a-Truck attachment itself carries 90% of the load, and it is built to do this work steadily, efficiently, over a long period of service.

Call on us today, or telephone: Let us send you our book, "It Solves Your Delivery Problem."

And if you want us to, we will make an engineering analysis of your transportation problems and show you just where the Smith Form-a-Truck will make a real saving in your operating overhead.



## Read What Becker's Have to Say:

"The Smith Form-a-Truck is all you claim for it. It is giving us service equal in every respect to our heavier trucks with this added advantage: We are able to load our trucks with extremely heavy materials which we use, also our men, and get on the job in good shape, which is not possible with our heavier trucks. The operation and upkeep cost has been very satisfactory, and we are glad to give our heartiest endorsement to the Smith Form-a-Truck."

## Southwestern Smith Form-a-Truck Co.

413 Myrtle Ave., El Paso, Tex. Telephone 2564

Kindly send me your book, "It Solves Your Delivery Problem," and before me the facts will prove that Smith Form-a-Truck gives the cheapest delivery cost in the world.

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